GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:2211
ANSWERED ON:05.03.2003
INDIASOFT-2003
UMMAREDDY VENKATESWARLU

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

:-

(a) whether the Electronics and Computer Software Export Promotion Council (ESC) is organising a threeday event called Indiasoft-2003;

(b) if so, the details thereof;

(c) whether the ESC has made any efforts to invite countries like Latin America and Africa to perticipate in Indiasoft-2003;

(d) if not, the reasons therefor; and

(e) the steps taken/to be taken by the Government to concentrate on non-traditional markets for Indian software?

Answer

MINISTER OF STATE FOR COMMUNICATIONS AND INFORMATION TECHNOLOGY(SU THIRUNAVUKKARASAR)

(a): Yes, Sir.

(b): The event is being organized by the Electronics and Computer Software Export PromotionCouncil (ESC) since theyear 2001 and INDIASOFT2003 was the third in the series held between February 20 - 22, 2003 at New Delhi.The event provided platform to small and medium enterprises in the IT sector to interact with the foreign delegates participating in the event from various countries. The event included international level Conferences on contemporary issues in the field of IT and an Exhibition. INDIASOFT 2003 was attended by about 650 delegates which included 170 foreign delegates from 34 countries and 44 Indian IT companies displayed their capabilities in the exhibition.

(c): Yes, Sir. 73 delegates from Latin America and Africa participated in INDIASOFT 2003.

(d): Does not arise.

(e): Government has taken several steps to promote export of computer software and services to non-traditional markets; such as

(i) Awareness programmes and focussed Road Shows in collaboration with the industry, organised periodically in potential markets such as EU, Japan, Latin America, etc.

(ii) Financial support to industry for organizing and participating in international fairs, exhibitions & conferences for marketing Indian strength in the sector.

(iii) Bilateral cooperation strengthened with countries of Europe, Latin America, Japan, Australia and Asian region by entering in to Memorandum of Understandings (MoUs).These MoUs have been used to provide platform for the industry to establish contacts with counterparts in these countries and to explore and increase possibilities of exports.